

### Main Media Partners

#### In collaboration with Paris Blockchain Week 2025

From day one, we build a strategy, working months in advance to lay clear foundations that guide every stage of the event.

### **OUR GOALS**

INCREASE MEDIA COVERAGE

to position PBW as a leading global event

BOOST ATTENDANCE

by leveraging extensive media outreach

GENERATE HIGH-QUALITY CONTENT

ENHANCE BRAND VISIBILITY

across top-tier media outlets

through interviews, articles, and social media

#### WHAT SUCCESS AT PBW LOOKED LIKE:

280 articles and videos were published, generating 10.6 million views and reaching 319 million people.

View the complete media coverage here

**75+ interviews held daily** with key speakers, including video interviews by CNBC, Cointelegraph, CryptoPotato, BelnCrypto, Bitcoin Magazine NL, BFM.

136 registered press members attended, providing extensive live coverage and post-event reports.

**4.79K social engagements** (shares, likes, and comments) further amplified the event's visibility.

Over 500 emails were sent to the press during the event, offering real-time updates, press releases, and event highlights.

**12 interviews and mentions** from PBW spokespersons across various media platforms.

# EXTENSIVE COVERAGE FROM LEADING OUTLETS:













# ATTENDANCE FROM TOP-TIER JOURNALISTS:

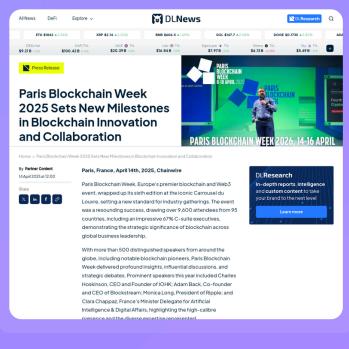
- Philip Stafford
  Financial Times
- Elizabeth Howcraft Reuters
- Arjun KharpalCNBC
- Benoit Berthelot Bloomberg
- Liam Kelly
  DLNews
- Ian Allison
  Coindesk
- Gareth Jenkinson
  Cointelegraph

#### **EXAMPLES OF TOP ARTICLES:**

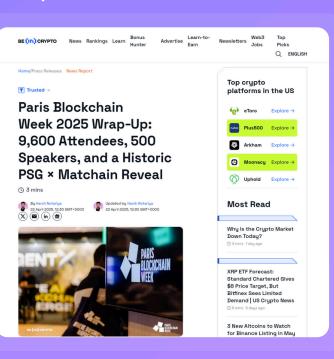
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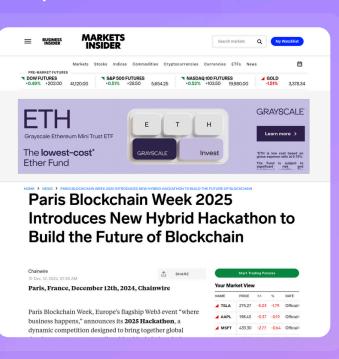
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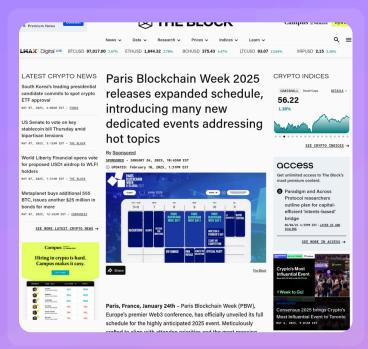
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